

# Commercial Gravure Printing: 2002

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## 2002 Economic Census

*Manufacturing*

Industry Series



U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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-- Not applicable for this report.

**Table 1. Historical Statistics for the Industry: 2002 and Earlier Years**

[Data based on the 2002 Economic Census and the 2002 Annual Survey of Manufactures (ASM). For information on confidentiality protection, sampling error, nonsampling error, and explanation of terms, see note at end of table. For meaning of abbreviations and symbols, see introductory text]

Industry and year <sup>1</sup>	Com- panies <sup>2</sup>	All estab- lish- ments <sup>3</sup>	All employees		Production workers			Value added (\$1,000)	Total cost of materials (\$1,000)	Total value of shipments (\$1,000)	Total capital expendi- tures (\$1,000)
			Number <sup>4</sup>	Payroll (\$1,000)	Number <sup>4</sup>	Hours (1,000)	Wages (\$1,000)				
323111, Commercial gravure printing . . . . . 2002..	339	360	17 694	657 944	14 873	29 729	503 406	1 925 223	1 669 846	3 593 596	266 501
2001..	N	N	17 936	676 170	14 935	30 943	503 038	1 905 435	1 538 309	3 453 158	170 381
2000..	N	N	21 892	820 793	18 197	37 299	608 724	2 125 751	1 785 391	3 922 805	143 411
1999..	N	N	21 879	798 999	18 267	37 067	605 759	2 034 719	1 727 887	3 768 690	160 928
1998..	N	N	23 116	827 300	19 551	39 431	641 225	2 136 817	1 912 747	4 015 195	276 732
1997..	419	450	23 126	802 731	19 323	38 515	619 074	1 911 486	1 983 432	3 892 449	250 899

<sup>1</sup>Statistics presented for years ending in 2 and 7 are census data. Interim census years are derived in a representative sample of manufacturing establishments canvassed in the Annual Survey of Manufactures (ASM).

<sup>2</sup>For the census, a company is defined as a business organization consisting of one establishment or more under common ownership or control.

<sup>3</sup>Includes establishments with payroll at any time during the year.

<sup>4</sup>Number of employees figures represent average number of production workers for pay period that includes the 12th of March, May, August, and November plus other employees for payroll period that includes the 12th of March.

Note: The data in this table are based on the 2002 Economic Census and the 2002 Annual Survey of Manufactures (ASM). To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain sampling errors and nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C.

**Table 2. Industry Statistics for Selected States: 2002**

[States that are a disclosure or with less than 100 employees are not shown. Data based on the 2002 Economic Census. For information on confidentiality protection, nonsampling error, explanation of terms, and geographical definitions, see note at end of table. For information on geographic areas followed by \*, see Appendix D. For meaning of abbreviations and symbols, see introductory text]

Industry and geographic area	E <sup>1</sup>	All establishments <sup>2</sup>		All employees		Production workers			Value added (\$1,000)	Total cost of materials (\$1,000)	Total value of shipments (\$1,000)	Total capital expenditures (\$1,000)
		Total	With 20 employees or more	Number <sup>3</sup>	Payroll (\$1,000)	Number <sup>3</sup>	Hours (1,000)	Wages (\$1,000)				
323111, Commercial gravure printing												
United States .....	—	360	80	17 694	657 944	14 873	29 729	503 406	1 925 223	1 669 846	3 593 596	'266 501
California .....	1	42	5	1 095	29 702	1 007	1 622	24 236	114 119	53 077	167 509	'2 105
Connecticut .....	1	5	2	124	5 269	103	219	4 008	12 711	9 866	22 898	'571
Florida .....	1	19	1	101	3 360	71	143	2 111	12 750	9 836	22 437	'455
Georgia .....	4	14	4	1 398	47 050	1 175	2 344	33 549	170 896	114 224	282 226	'4 526
Illinois .....	1	25	5	1 012	37 344	847	1 902	28 250	97 210	55 105	151 800	'4 882
Maryland .....	3	12	2	174	6 648	148	309	5 217	16 576	14 127	30 703	'638
New Jersey .....	1	12	2	111	4 436	79	161	2 727	16 014	4 972	20 063	'421
New York .....	—	28	8	638	33 619	384	831	15 717	71 990	96 589	169 244	'7 278
Pennsylvania .....	—	21	8	929	37 488	760	1 547	29 102	107 763	133 291	240 937	'10 759
Tennessee .....	—	10	5	1 696	67 638	1 433	3 195	52 873	194 156	193 021	386 389	'15 717
Virginia .....	1	11	8	1 534	60 428	1 297	2 531	48 699	152 933	121 429	271 658	'5 740
Wisconsin .....	—	13	4	2 000	73 667	1 808	3 640	65 898	244 307	251 342	496 658	'10 106

<sup>1</sup>Some payroll and sales data for small single-establishment companies with up to 20 employees (cutoff varied by industry) were obtained from administrative records of other government agencies rather than from census report forms. These data were then used in conjunction with industry averages to estimate statistics for these small establishments. This technique was also used for a small number of other establishments whose reports were not received at the time data were tabulated. The following symbols are shown where estimated data account for 10 percent or more of the figures shown: 1—10 to 19 percent; 2—20 to 29 percent; 3—30 to 39 percent; 4—40 to 49 percent; 5—50 to 59 percent; 6—60 to 69 percent; 7—70 to 79 percent; 8—80 to 89 percent; 9—90 percent or more.

<sup>2</sup>Includes establishments with payroll at any time during the year.

<sup>3</sup>Number of employees figures represent average number of production workers for pay period that includes the 12th of March, May, August, and November plus other employees for payroll period that includes the 12th of March.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C. For geographical definitions, see Appendix D.

**Table 3. Detailed Statistics by Industry: 2002**

[Data based on the 2002 Economic Census and the 2002 Annual Survey of Manufactures (ASM). For information on confidentiality protection, sampling error, nonsampling error, and explanation of terms, see note 2 at end of table. For meaning of abbreviations and symbols, see introductory text]

Item	Value
<b>323111, Commercial gravure printing</b>	
Companies <sup>1</sup> .....	number.. 339
All establishments <sup>2</sup> .....	number.. 360
Establishments with 1 to 19 employees .....	number.. 280
Establishments with 20 to 99 employees .....	number.. 42
Establishments with 100 employees or more .....	number.. 38
All employees <sup>3</sup> .....	number.. 17 694
Total compensation .....	\$1,000.. 843 651
Annual payroll .....	\$1,000.. 657 944
Total fringe benefits .....	\$1,000.. 185 707
Production workers, average for year .....	number.. 14 873
Production workers on March 12 .....	number.. 14 841
Production workers on May 12 .....	number.. 14 800
Production workers on August 12 .....	number.. 14 931
Production workers on November 12 .....	number.. 14 893
Production worker hours .....	1,000.. 29 729
Production worker wages .....	\$1,000.. 503 406
Total cost of materials .....	\$1,000.. 1 669 846
Materials, parts, containers, packaging, etc., used .....	\$1,000.. 1 471 417
Resales .....	\$1,000.. 60 546
Purchased fuels .....	\$1,000.. 41 832
Purchased electricity .....	\$1,000.. 60 133
Contract work .....	\$1,000.. 35 918
Quantity of electricity purchased for heat and power .....	1,000 kWh.. 1 254 487
Quantity of electricity generated less sold for heat and power .....	1,000 kWh.. -
Total value of shipments .....	\$1,000.. 3 593 596
Primary products value of shipments .....	\$1,000.. 2 993 620
Secondary products value of shipments .....	\$1,000.. 473 949
Total miscellaneous receipts .....	\$1,000.. 126 027
Value of resales .....	\$1,000.. 68 050
Contract receipts .....	\$1,000.. -
Other miscellaneous receipts .....	\$1,000.. 57 977
Primary products specialization ratio .....	percent.. 86
Value of primary products shipments made in all industries .....	\$1,000.. 3 456 974
Value of primary products shipments made in this industry .....	\$1,000.. 2 993 620
Value of primary products shipments made in other industries .....	\$1,000.. 463 354
Coverage ratio .....	percent.. 87
Value added .....	\$1,000.. 1 925 223
Total inventories, beginning of year .....	\$1,000.. 230 620
Finished goods inventories .....	\$1,000.. 53 705
Work-in-process inventories .....	\$1,000.. 75 574
Materials and supplies inventories .....	\$1,000.. 101 341
Total inventories, end of year .....	\$1,000.. 238 848
Finished goods inventories .....	\$1,000.. 60 530
Work-in-process inventories .....	\$1,000.. 70 222
Materials and supplies inventories .....	\$1,000.. 108 096
Gross value of depreciable assets (acquisition costs) at beginning of year .....	\$1,000.. '3 645 604
Total capital expenditures (new and used) .....	\$1,000.. '266 501
Buildings and other structures (new and used) .....	\$1,000.. '30 475
Machinery and equipment (new and used) .....	\$1,000.. '236 026
Automobiles, trucks, etc., for highway use .....	\$1,000.. '1 077
Computers and peripheral data processing equipment .....	\$1,000.. '6 139
All other expenditures for machinery and equipment .....	\$1,000.. '228 810
Total retirements .....	\$1,000.. '120 034
Gross value of depreciable assets at end of year .....	\$1,000.. '3 792 071
Depreciation charges during year .....	\$1,000.. '219 828
Total rental payments .....	\$1,000.. 35 697
Buildings and other structures .....	\$1,000.. 14 754
Machinery and equipment .....	\$1,000.. 20 943
Total other expenses <sup>4</sup> .....	\$1,000.. 179 269
Response coverage ratio <sup>5</sup> .....	percent.. 88
Repair and maintenance services of buildings and/or machinery <sup>4</sup> .....	\$1,000.. 48 604
Communications services <sup>4</sup> .....	\$1,000.. 3 051
Legal services <sup>4</sup> .....	\$1,000.. 1 385
Accounting, auditing, and bookkeeping services <sup>4</sup> .....	\$1,000.. 816
Advertising and promotional services <sup>4</sup> .....	\$1,000.. 613
Expensed computer hardware and supplies and purchased computer services <sup>4</sup> .....	\$1,000.. 2 958
Refuse removal (including hazardous waste) services <sup>4</sup> .....	\$1,000.. 6 832
Management consulting and administrative services <sup>4</sup> .....	\$1,000.. 1 608
Taxes and license fees <sup>4</sup> .....	\$1,000.. 13 280
All other expenses <sup>4</sup> .....	\$1,000.. 100 122

<sup>1</sup>For the census, a company is defined as a business organization consisting of one establishment or more under common ownership or control.

<sup>2</sup>Includes establishments with payroll at any time during the year.

<sup>3</sup>Number of employees figures represent average number of production workers for pay period that includes the 12th of March, May, August, and November plus other employees for payroll period that includes the 12th of March.

<sup>4</sup>Based on Annual Survey of Manufactures (ASM) sample data.

<sup>5</sup>A response coverage ratio is derived for this item by calculating the ratio of the weighted employment (establishment data multiplied by sample weight) for those Annual Survey of Manufactures (ASM) establishments that reported to the weighted total employment for all ASM establishments classified in this industry.

Note 1: The amounts shown for other expenses reflect only those services that establishments purchase from other companies.

Note 2: The data in this table are based on the 2002 Economic Census and the 2002 Annual Survey of Manufactures (ASM). To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain sampling errors and nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C.

**Table 4. Industry Statistics by Employment Size: 2002**

[Data based on the 2002 Economic Census. For information on confidentiality protection, nonsampling error, and explanation of terms, see note at end of table. For meaning of abbreviations and symbols, see introductory text]

Employment size class	E <sup>1</sup>	All establishments <sup>2</sup>	All employees		Production workers			Value added (\$1,000)	Total cost of materials (\$1,000)	Total value of shipments (\$1,000)	Total capital expenditures (\$1,000)
			Number <sup>3</sup>	Payroll (\$1,000)	Number <sup>3</sup>	Hours (1,000)	Wages (\$1,000)				
323111, Commercial gravure printing											
All establishments .....	—	360	17 694	657 944	14 873	29 729	503 406	1 925 223	1 669 846	3 593 596	'266 501
Establishments with—											
1 to 4 employees .....	8	192	359	13 144	279	528	9 707	32 893	28 395	61 333	'1 301
5 to 9 employees .....	5	53	364	12 561	288	545	9 911	31 272	25 717	56 980	'1 269
10 to 19 employees .....	2	35	493	16 875	375	673	10 791	37 331	22 508	59 648	'1 456
20 to 49 employees .....	1	26	908	36 561	667	1 323	23 004	90 899	82 021	171 722	'12 036
50 to 99 employees .....	3	16	1 139	44 708	872	1 725	29 292	105 474	91 873	197 050	'13 987
100 to 249 employees .....	—	18	2 761	117 745	2 106	4 297	76 326	308 317	402 933	708 481	'21 026
250 to 499 employees .....	—	11	3 706	136 147	3 167	6 087	107 338	412 726	414 571	828 143	19 750
500 to 999 employees .....	1	7	i	D	D	D	D	D	D	D	D
1,000 to 2,499 employees .....	—	2	h	D	D	D	D	D	D	D	D
2,500 employees or more .....	—	—	—	—	—	—	—	—	—	—	—
Administrative records <sup>4</sup> .....	9	183	527	20 444	433	829	15 834	50 882	43 697	94 576	'2 082

<sup>1</sup>Some payroll and sales data for small single-establishment companies with up to 20 employees (cutoff varied by industry) were obtained from administrative records of other government agencies rather than from census report forms. These data were then used in conjunction with industry averages to estimate statistics for these small establishments. This technique was also used for a small number of other establishments whose reports were not received at the time data were tabulated. The following symbols are shown where estimated data account for 10 percent or more of the figures shown: 1—10 to 19 percent; 2—20 to 29 percent; 3—30 to 39 percent; 4—40 to 49 percent; 5—50 to 59 percent; 6—60 to 69 percent; 7—70 to 79 percent; 8—80 to 89 percent; 9—90 percent or more.

<sup>2</sup>Includes establishments with payroll at any time during the year.

<sup>3</sup>Number of employees figures represent average number of production workers for pay period that includes the 12th of March, May, August, and November plus other employees for payroll period that includes the 12th of March.

<sup>4</sup>Some payroll and sales data for small single-establishment companies with up to 20 employees (cutoff varied by industry) were obtained from administrative records of other government agencies rather than from census report forms. These data were then used in conjunction with industry averages to estimate statistics for these small establishments. Data are also included in respective size classes shown.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C.

**Table 5. Industry Statistics by Primary Product Class Specialization: 2002**

[Data based on the 2002 Economic Census. For information on confidentiality protection, nonsampling error, and explanation of terms, see note at end of table. For meaning of abbreviations and symbols, see introductory text]

Industry or product class code	Industry or primary product class	All establishments <sup>1</sup>	All employees		Production workers			Value added (\$1,000)	Total cost of materials (\$1,000)	Total value of shipments (\$1,000)	Total capital expenditures (\$1,000)
			Number <sup>2</sup>	Payroll (\$1,000)	Number <sup>2</sup>	Hours (1,000)	Wages (\$1,000)				
323111	Commercial gravure printing .....	360	17 694	657 944	14 873	29 729	503 406	1 925 223	1 669 846	3 593 596	'266 501
3231111	Magazine and periodical printing (gravure), including magazine and comic supplements for Sunday newspapers (excluding printing of newspaper advertising inserts) ....	5	2 006	66 723	1 711	3 173	52 936	260 848	173 880	436 970	D
3231113	Label and wrapper printing (gravure) .....	38	3 128	126 405	2 420	4 974	86 773	333 902	377 000	704 913	'26 520
3231115	Catalog and directory printing (gravure) .....	8	5 425	204 232	4 809	10 000	171 284	574 958	481 599	1 058 809	87 527
3231117	Advertising printing (gravure) .....	38	4 992	178 553	4 226	8 349	133 992	547 523	447 037	995 004	'24 398
3231119	Other commercial and general job printing (gravure) .....	13	858	34 464	675	1 295	23 119	92 951	96 327	188 762	D

<sup>1</sup>Includes establishments with payroll at any time during the year.

<sup>2</sup>Number of employees figures represent average number of production workers for pay period that includes the 12th of March, May, August, and November plus other employees for payroll period that includes the 12th of March.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C.

**Table 6a. Products Statistics: 2002 and 1997**

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). Transfers of products of this industry from one establishment of a company to another establishment of the same company (interplant transfers) are also included. Data based on the 2002 Economic Census. For information on confidentiality protection, nonsampling error, and explanation of terms, see note 2 at end of table. For meaning of abbreviations and symbols, see introductory text]

Product code	Product	Number of companies with shipments of \$100,000 or more	Quantity of production for all purposes	Product shipments	
				Quantity	Value (\$1,000)
323111	Commercial gravure printing .....	2002.. N 1997.. N	X X	X X	3 456 974 3 927 548
3231111	Magazine and periodical printing (gravure), including magazine and comic supplements for Sunday newspapers (excluding printing of newspaper advertising inserts) .....	2002.. N 1997.. N	X X	X X	614 236 780 767
32311111	Magazine and periodical printing (gravure), including magazine and comic supplements for Sunday newspapers (excluding printing of newspaper advertising inserts) .....	2002.. N 1997.. N	X X	X X	614 236 780 767
3231111100	Magazine and periodical printing (gravure), including magazine and comic supplements for Sunday newspapers (excluding printing of newspaper advertising inserts) .....	2002.. 6 1997.. N	X X	X X	614 236 N
3231113	Label and wrapper printing (gravure) .....	2002.. N 1997.. N	X X	X X	705 603 736 982
32311131	Label printing (gravure) .....	2002.. N 1997.. N	X X	X X	581 039 492 619
3231113111	Label printing (gravure), custom and stock labels, including bordered, made of paper, flat (except pressure-sensitive) .....	2002.. 26 1997.. 8	X X	X X	203 121 141 554
3231113116	Label printing (gravure), custom and stock labels, including bordered, made of paper, rolls (except pressure-sensitive) .....	2002.. 13 1997.. 13	X X	X X	236 266 206 365
3231113121	Label printing (gravure), custom and stock labels, including bordered, made of paper, pressure-sensitive (self-adhesive) .....	2002.. 23 1997.. 12	X X	X X	92 173 45 012
3231113126	Label printing (gravure), custom and stock labels, including bordered, made of materials other than paper (including cloth) .....	2002.. 8 1997.. 8	X X	X X	49 479 99 688
32311132	Printed rolls and sheets for packaging purposes (printing only) (gravure) .....	2002.. N 1997.. N	X X	X X	107 386 197 730
3231113231	Printed rolls and sheets for packaging purposes (printing only) (gravure), made of paper (single-web) .....	2002.. 6 1997.. 6	X X	X X	50 155 120 781
3231113236	Printed rolls and sheets for packaging purposes (printing only) (gravure), made of materials other than paper, including multiweb structures .....	2002.. 5 1997.. 4	X X	X X	57 231 76 949
3231113Y	Label and wrapper printing (gravure), nsk .....	2002.. N 1997.. N	X X	X X	17 178 46 633
3231113YVV	Label and wrapper printing (gravure), nsk .....	2002.. N 1997.. N	X X	X X	17 178 46 633
3231115	Catalog and directory printing (gravure) .....	2002.. N 1997.. N	X X	X X	777 640 837 823
32311151	Catalog and directory printing (gravure) .....	2002.. N 1997.. N	X X	X X	777 640 837 823
3231115100	Catalog and directory printing (gravure) .....	2002.. 14 1997.. 6	X X	X X	777 640 837 823
3231117	Advertising printing (gravure) .....	2002.. N 1997.. N	X X	X X	980 659 702 355
32311171	Advertising printing (gravure) .....	2002.. N 1997.. N	X X	X X	975 973 700 975
3231117111	Direct mail advertising printing (gravure), including circulars, letters, pamphlets, cards, and printed envelopes .....	2002.. 56 1997.. 23	X X	X X	D 258 061
3231117116	Preprinted newspaper advertising insert printing (gravure) (advertising supplements not regularly issued) .....	2002.. 6 1997.. 4	X X	X X	D 249 135
3231117121	Other advertising printing (gravure), including advertising display materials, shopping news, brochures, pamphlets, book jackets, magazine inserts, etc. ....	2002.. 49 1997.. 19	X X	X X	399 680 193 779
3231117Y	Advertising printing (gravure), nsk .....	2002.. N 1997.. N	X X	X X	4 686 1 380
3231117YVV	Advertising printing (gravure), nsk .....	2002.. N 1997.. N	X X	X X	4 686 1 380
3231119	Other commercial and general job printing (gravure) .....	2002.. N 1997.. N	X X	X X	157 402 556 474
32311191	Other commercial and general job printing (gravure) .....	2002.. N 1997.. N	X X	X X	157 402 462 698
3231119100	All other commercial and general job printing (gravure), including customized stationary .....	2002.. 22 1997.. N	X X	X X	157 402 N
323111W	Commercial gravure printing, nsk, total .....	2002.. N 1997.. N	X X	X X	221 434 313 147
323111WY	Commercial gravure printing, nsk, total .....	2002.. N 1997.. N	X X	X X	221 434 313 147
323111WYWW	Commercial gravure printing, nsk, for nonadministrative-record establishments .....	2002.. N 1997.. N	X X	X X	130 427 139 988
323111WYWY	Commercial gravure printing, nsk, for administrative-record establishments .....	2002.. N 1997.. N	X X	X X	91 007 173 159

Note 1: For some establishments, data have been estimated from central unit values that are based on quantity-value relationships of reported data. The following symbols are used when percentage of each quantity figure estimated in this manner equals or exceeds 10 percent of published figure: p-10 to 19 percent estimated; q-20 to 29 percent estimated. If 30 percent or more is estimated, figure is replaced by S.

Note 2: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C.



**Table 6b. Product Class Shipments for Selected States: 2002 and 1997**

[Product classes covered are those that are economically significant and whose production is geographically dispersed, provided dispersion is not approximated by data in Table 2. Also, product classes are not shown if they are miscellaneous or "not specified by kind" classes. Statistics for some states are withheld because they are either less than \$2 million in product class shipments or they disclose data for individual companies in 2002. Data based on the 2002 Economic Census. For information on confidentiality protection, nonsampling error, explanation of terms, and geographic definitions, see note at end of table. For information on geographic areas followed by \*, see Appendix D. For meaning of abbreviations and symbols, see introductory text]

NAICS product class code	Product class and geographic area	Value of product shipments (\$1,000)
3231111	Magazine and periodical printing (gravure), including magazine and comic supplements for Sunday newspapers (excluding printing of newspaper advertising inserts)	
	United States..... 2002..	614 236
	1997..	780 767
3231113	Label and wrapper printing (gravure)	
	United States..... 2002..	705 603
	1997..	736 982
	California..... 2002..	7 385
	1997..	14 153
	Georgia..... 2002..	137 951
	1997..	N
	Minnesota..... 2002..	2 467
	1997..	N
	New Jersey..... 2002..	28 225
	1997..	20 007
	North Carolina..... 2002..	5 809
	1997..	7 043
	Pennsylvania..... 2002..	27 267
	1997..	N
3231115	Catalog and directory printing (gravure)	
	United States..... 2002..	777 640
	1997..	837 823
3231117	Advertising printing (gravure)	
	United States..... 2002..	980 659
	1997..	702 355
	Illinois..... 2002..	46 295
	1997..	N
	Minnesota..... 2002..	34 274
	1997..	N
	New Jersey..... 2002..	5 385
	1997..	N
	New York..... 2002..	107 004
	1997..	N
	Ohio..... 2002..	2 077
	1997..	N
	Pennsylvania..... 2002..	97 506
	1997..	49 491
3231119	Other commercial and general job printing (gravure)	
	United States..... 2002..	157 402
	1997..	556 474

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C. For geographical definitions, see Appendix D.

**Table 7. Materials Consumed by Kind: 2002 and 1997**

[Includes quantity and cost of materials consumed or put into production by establishments classified only in this industry. Data based on the 2002 Economic Census. For information on confidentiality protection, nonsampling error, and explanation of terms, see note 2 at end of table. For meaning of abbreviations and symbols, see introductory text]

Material code	Material consumed	Quantity	Delivered cost (\$1,000)
323111	Commercial gravure printing		
00900001	Total materials .....2002..	X	1 471 417
	.....1997..	X	1 848 865
32212203	Newsprint .....2002..	X	D
	.....1997..	X	D
32212009	Uncoated paper, sheets .....2002..	X	6 684
	.....1997..	X	36 411
32212011	Uncoated paper, rolls .....2002..	X	491 346
	.....1997..	X	649 889
32200011	Coated paper, sheets .....2002..	X	8 319
	.....1997..	X	D
32200013	Coated paper, rolls .....2002..	X	325 614
	.....1997..	X	228 168
32222200	Pressure-sensitive base stock, self-adhesive (paper, film, foil, etc.).....2002..	X	44 225
	.....1997..	X	43 830
32591002	Printing inks .....2002..	X	390 349
	.....1997..	X	N
32599203	Light sensitive films and papers .....2002..	X	1 427
	.....1997..	X	2 163
32599201	Unexposed photosensitive printing plates .....2002..	X	3 169
	.....1997..	X	1 982
32312201	Printing plates, prepared for printing .....2002..	X	4 661
	.....1997..	X	3 020
32221001	Paperboard containers, boxes, and corrugated paperboard .....2002..	X	13 091
	.....1997..	X	16 636
32223200	Envelopes, purchased .....2002..	X	D
	.....1997..	X	D
00970099	All other materials and components, parts, containers, and supplies.....2002..	X	121 380
	.....1997..	X	621 869
00971000	Materials, ingredients, containers, and supplies, nsk .....2002..	X	10 762
	.....1997..	X	170 766

Note 1: For some establishments, data have been estimated from central unit values that are based on quantity-value relationships of reported data. The following symbols are used when percentage of each quantity figure estimated in this manner equals or exceeds 10 percent of published figure: p-10 to 19 percent estimated; q-20 to 29 percent estimated. If 30 percent or more is estimated, figure is replaced by S.

Note 2: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling errors. Data users who create their own estimates using data from American FactFinder tables should cite the Census Bureau as the source of the original data only. For explanation of terms, see Appendix A. For full technical documentation, see Appendix C.